

LIQUID CRYSTAL DISPLAY DEVICE

Abstract of Disclosure

An overdrive controller for driving a liquid crystal display includes a change rate Rst calculating section for comprehending a transition state from a present brightness to a targeted brightness for each of R, G and B sub-pixels, a select section for selecting the sub-pixel with the slowest transition and the other sub-pixels from the comprehended transition states, and an overdrive voltage calculating section for calculating a voltage to accelerate a transition of brightness for the sub-pixel with the slowest transition. The overdrive controller further includes, an effective brightness Yst' calculating section and Yst' overdrive voltage calculating section for calculating a voltage to accelerate or to decelerate a transition of brightness for the other sub-pixels in order to coordination with each other, wherein the voltage is switched by a switch 23 to be supplied.